



Sensori AB  
Pressmeddelande

## Expendables 2 and Spartacus computer games among recent licensing agent deals

Stockholm, 2012-07-26 21:03 CEST (GLOBE NEWSWIRE) -- At consumer show Comic-Con International, recently held in San Diego, California, game publisher Ubisoft showed two titles which are based on properties that Paradox Entertainment acts as licensing agent for: the upcoming Expendables 2 movie (Millennium Films/Nu Image) and the Spartacus tv-series (Starz). The Expendables game will be available on July 31st and the Spartacus game in the beginning of 2013, as digital download for PC and on PlayStation Network and Xbox Live Arcade. Among other licensing deals for these properties are novels, fan magazine, calendar and board game for Spartacus, and Minimate figures, weapon replicas and collectible figures for Expendables 2. As a licensing agent Paradox receives a commission for its third party licensing services.

As part of its strategy to expand its roster of properties, the licensing department has started representing The Brainy Company. For 15 years, The Brainy Company's primary product line, Brainy Baby, has been a pioneer and leader in educational videos for children, preschooler books, toddler learning games, flashcards for preschool and learning toys for infants. This award-winning line of kids learning tools introduces educational subjects such as: learn the abcs, shapes, animals, art, music and more. Brainy Baby has won over 75 national awards and is distributed in more than 70 countries.

About Paradox Entertainment Inc.

Paradox Entertainment manages and develops its rights library by generating revenue from all forms of entertainment, including motion picture, television, gaming, publishing and toy industries. The Company's library consists of such well-known brands as Conan the Barbarian, Kull of Atlantis, Solomon Kane, Mutant Chronicles, and the works of Robert E. Howard. Paradox Entertainment also represents third-party property owners expanding their IP into a variety of licensing categories. In addition, the company produces, co-produces and co-finances motion pictures aimed at the global market. The business is mainly carried out by Paradox Entertainment Inc., based in Los Angeles, California, USA. The shares of parent company Paradox Entertainment AB (PDXE, SE0000598054) are quoted on NASDAQ OMX, in the First North Premier segment. Erik Penser Bankaktiebolag acts as Certified Adviser. Read more about Paradox Entertainment on <http://www.paradoxent.com>.

Fredrik Malmberg  
President & CEO  
Tel: +1 (323) 655-1700, Mob: +1 (310) 663-3214  
E-mail: [fmalmberg@paradoxent.com](mailto:fmalmberg@paradoxent.com)

Joakim Zetterberg  
Director of Licensing / Investor Relations

Tel: +1 (323) 655-1708, Mob: +1 (310) 623-2918  
E-mail: [jzetterberg@paradoxent.com](mailto:jzetterberg@paradoxent.com)

---

This news release was distributed by GlobeNewswire, [www.globenewswire.com](http://www.globenewswire.com) – a Nasdaq company